

# How To Do "LIVE SALES" Using Instagram TV

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While everyone's dealing with hardships during the COVID-19 pandemic, should you stop selling at your dealership? Well, you don't have to!! But how??? The best thing you can do is to **take your business online**.

In this article, we're going to show you how you can survive Corona-virus and create a sustainable future for your business by doing live streams on Instagram to help you sell more of your product despite this tough period. Live Sales are a fun way for your customers to get a look at their impressive bike inventory, view and purchase items in real-time and earn reward points. They would also learn about the history and events of Harley Davidson, ask questions, and connect with our amazing HOG community!

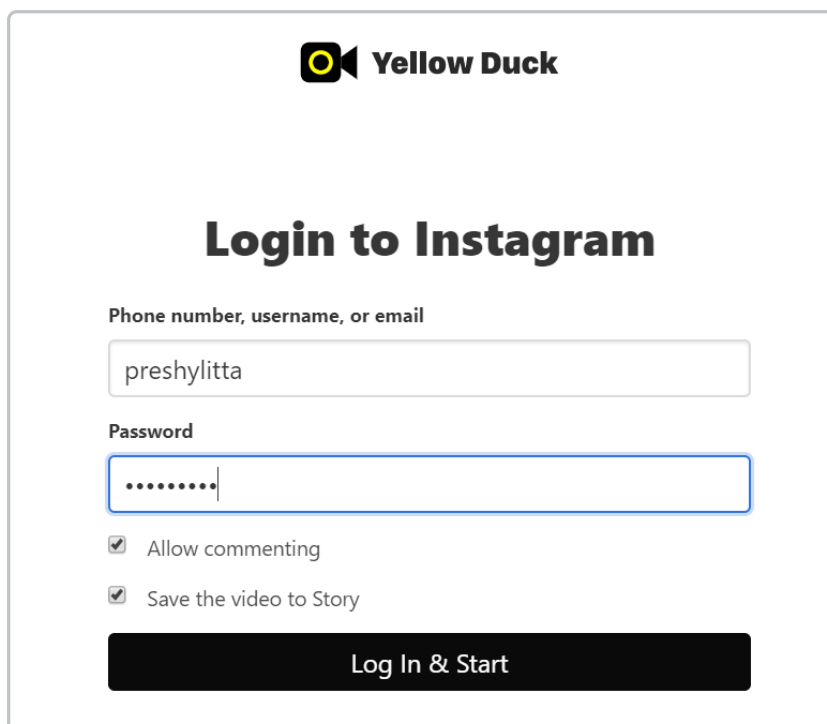
## How To Launch Your Live Sale Stream

We're going to show you how to launch a live stream using Instagram with OBS. We recommend OBS because it's free! To live stream, you're going to need equipment and software and gather them.

The first thing you'll need is to download [OBS Studio](#) and [Yellow Duck](#). With Yellow Duck, you can instantly create a live stream on Instagram from your PC, Mac, Linux and more.

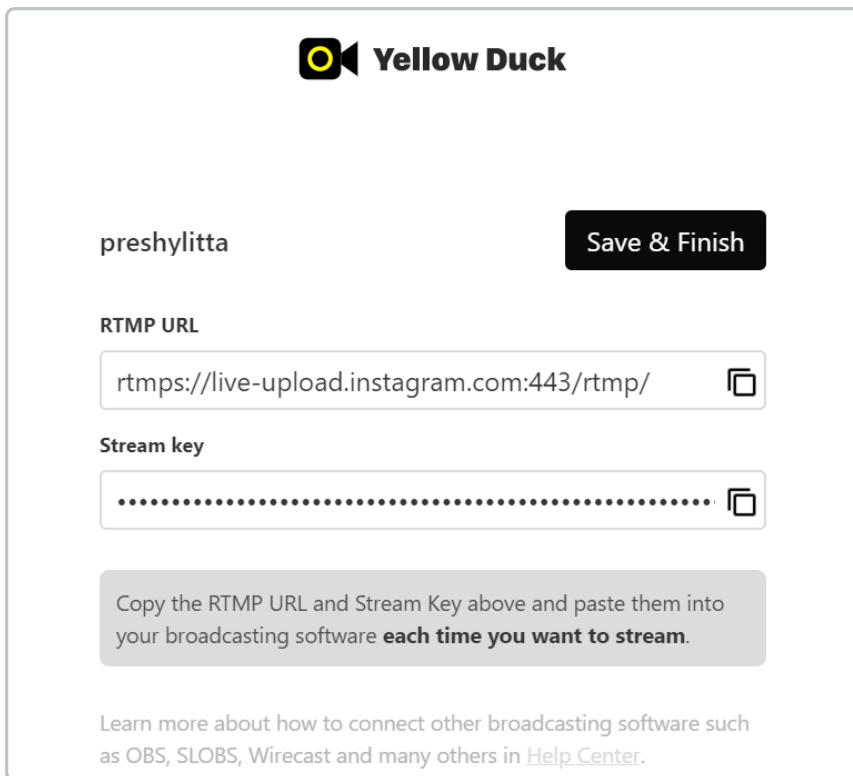
Here's how you will go live on Instagram on your computer with Yellow Duck. Watch this complete guide tutorial on [How to Stream Instagram with OBS](#).

1. Log into your Instagram account with Yellow Duck

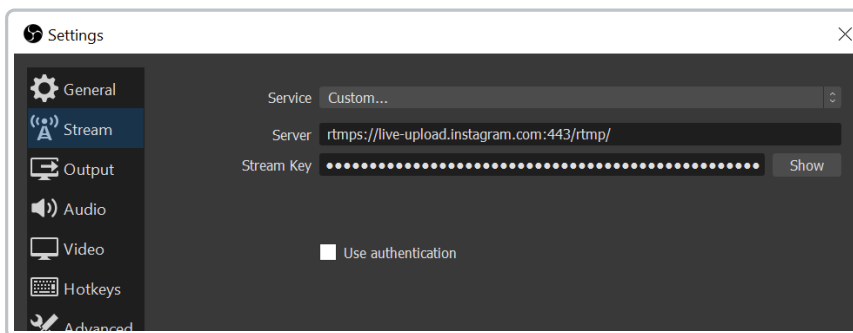


The screenshot shows the Yellow Duck login interface for Instagram. At the top, there is the Yellow Duck logo (a yellow duck head icon) and the text "Yellow Duck". Below this is the heading "Login to Instagram". There are two input fields: the first is labeled "Phone number, username, or email" and contains the text "preshylitta"; the second is labeled "Password" and contains a series of dots. Below the password field are two checkboxes: "Allow commenting" and "Save the video to Story", both of which are checked. At the bottom of the form is a black button with the text "Log In & Start" in white.

2. Get the Instagram stream key and RTMP URL



### 3. Copy them quickly into your encoder or streaming service



Now, you want to ensure everyone who could benefit from your live stream service is aware of it. You will then broadcast a message to your customers using all of your available marketing channels, including:

- Instagram
- Email lists
- Adding it to your dealership's official website
- Calling or texting your customers personally

And, don't forget to remind your customers that they get to enjoy your service without leaving the safety of their homes! You are now **READY TO GO LIVE!!!**

You may follow these **RULES & GUIDELINES** when doing live stream. To join, simply tap on the **dealership logo profile pic** during Live Sale hours and you're in! You may assign each sale item a letter and number—the number is the price of the item with their corresponding reward points. There will also be bonus items to be announced.

## Rules & Guidelines

- Claim items by commenting: LETTER+NUMBER (Price and Reward Points).
- Claim bonus items by commenting: TITLE OF THE MOVIE / HD EVENTS (if you have watched a Harley Davidson movie or attended HD events and answered the question of the host)
- Please wait to claim an item until after it is announced.
- Please limit “put-backs” to once per sale.
- If you haven’t shopped with us before, please DM your email address.
- Invoices are sent via email and are due within 24 hours.
- Shipping will be calculated by the weight of the package and your location except for the bikes which are for pick-up only. Free shipping is not offered for Live Sales, but local customers can arrange free in-store pickup at checkout.
- We typically offer several Live Sales per week—please DM if you’d like us to hold your box for shipping. If you have already paid for shipping on another invoice and have an open box, you may choose “Open Box-Combine Shipping” at checkout and we will ship your box out at your request. Please note, you may be invoiced a shipping balance if your combined box has exceeded the shipping charges you initially paid.

## Reminders

- There is a 10-15 second delay on the live feed so you may see comments come through before the video catches up. If you experience a lag, try exiting and reopening the app.
- The first comment to claim on our screen gets the item. IG gives preference to your own account, so the order you see comments may be different from ours.
- Occasionally your comments might not come through if IG thinks you’re a robot. Usually, this is resolved by typing “unblock” or actively participating in the conversation—emojis help too!
- Claiming an item during the Live Sale is a commitment to purchasing. It is helpful to jot down or screenshot your claims to keep track of your purchases.

This is a fun, uplifting, and positive environment—thank you for supporting each other, it makes our hearts happy!  
**LIVE TO RIDE, RIDE TO LIVE!**

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